

Popular Culture Analysis:

Hidden Motives of Rebecca's Consumerist Behaviour as Shown in The Movie "Confession of a Shopaholic"

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Abstract

As human being we live in a society that confines our perspective and behaviour. The society lives in the world where consuming things is one of the most important things in life. People believe that being a consumerist is somehow a culture. However, people are not aware of the motives that make them a consumerist. They keep consuming without actually knowing the reason why. The movie Confession of a Shopaholic is a perfect embodiment of the consumerism issue. The main character, Rebecca shows how she is trapped in consumerism. The purpose of this study is to find the hidden motives of the main character that turns her into a shopaholic. In order to do that the writer will analyse the needs of the main character to understand the reason that makes her a consumer. Then, the writer will analyse the consumerism culture to know the environment the support her to be a consumerist. After that, the writer will analyse the hidden motives using house of popular culture. The result is that she needs to be accepted and respected by the society, as they judge people by their cover.

Keyword: Needs theory, House of pop culture, Consumerism culture.